To: Willard, Yvette
From: Orourke, Rory
Edited: 11/7/97 11:38
Subject: Salem 2-carton DPC Display

Dear Yvette:

We have had chance to look over your prototype DPC Display.

From a field sales point of view, there are three primary functions any DPC display must provide:

1. The wholesaler must find it easy to load and ship to retail

2. The display must a small (width) unit that can easily be located on the counter or stuck to a wall.

3. The display should have impact to the consumer with graphics that will "grab" them. The unit itself can accomplish this or a riser card could be used.

The existing 2-carton DPC Display accomplishes the first two points. Your new unit accomplishes the last point. Is there a way we can merge the two units functionality and come up with the "perfect unit"?

Most importantly, your new unit needs to be designed so it can be stuck to a wall or side of a cash register. A flat back would make this work.

The loading of this unit seems quite clumbsy. A full divider going all the way down the center of the unit separating the two rows of packs might solve this.

Once loaded, and put into a shipper box, the packs would fall out before it ever arrived at the retail account. We need better protection on the sides and front to prevent this from happening. Perhaps a detachable cardboard shield for the side and front opening is an alternative.

Let me know what you think. Further discussion is necessary before we go into production.

Rory

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